Advertiser Ref

CONTRACT



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

And:

Greer, Margolis, & Mitchell 1010 Wisconsin Ave Suite 800 Washington, DC 20007

	Contract / Re	vision		Alt Order #	
	1855806	1		08867354	
<u>Product</u>					
HIGHWAY 31					
Contract Dates	Estimate #				
11/23/17 - 11/29/17	1234				
<u>Advertiser</u>			Or	iginal Date	/ Revision
ISS/Highway 31			1	1/28/17	/ 11/28/17
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Property	Accour	nt E	<u>xecutive</u>	Sales Office
	WSFA .	Ryan E	ddi	ns	HRP-Washingto
	Special Handl	ing		***************************************	
	<u>Demographic</u>				
	Adults 35+				
	Agy Code	Adverti	ser	Code	Product 1/2

Agency Ref

	Start/End		Spots/			
*Line Ch Start Date End Date Description	Time	Days Length	Week Rate	Type S	pots	Amount
1 WSFA 11/23/17 11/29/17 Today in Alabama 5am	5-530a	:30	_	NM	3	\$600.00
Start Date End Date Weekdays Spots/Week Week: 11/23/17 11/29/17 MTWTF 3	<u>Rate</u> \$200.00		·			
2 WSFA 11/23/17 11/29/17 Today in Alabama 530a	528am-6am	:30		NM	3	\$750.00
Start Date End Date Weekdays Spots/Week	Rate	.50		14141	3	\$750.00
Week: 11/23/17 11/29/17 MTF 3	\$250.00					
3 WSFA 11/23/17 11/29/17 Today In Alabama	6a-7a	:30		NM	3	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/23/17 11/29/17 MTWTF 3	<u>Rate</u> \$350.00					
4 WSFA 11/23/17 11/29/17 NBC Today Show	7-9am	:30		NM	3	\$780.00
Start Date End Date Weekdays Spots/Week	Rate	.00		(4,14)	3	\$700.00
Week: 11/23/17 11/29/17 MTW-F 3	\$260.00					
5 WSFA 11/25/17 11/25/17 NBC Saturday Today Show		:30		NM	1	\$115.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/20/17 11/26/171 1	<u>Rate</u> \$115.00					
6 WSFA 11/26/17 11/26/17 NET NBC Sunday Today St	·····	:30		NM	1	\$125.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				•	Ψ120.00
Week: 11/20/17 11/26/171 1	\$125.00		•			
7 WSFA 11/26/17 11/26/17 NET NBC Meet The Press Start Date End Date Weekdays Spots/Week	8-9a	:30		NM	1	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/20/17 11/26/171 1	<u>Rate</u> \$225.00					
8 WSFA 11/23/17 11/29/17 NBC Today 2	9-10am	:30		NM	3	\$750.00
Start Date End Date Weekdays Spots/Week	Rate	.00			J	Ψ700.00
Week: 11/23/17 11/29/17 MTW 3	\$250.00					
9 WSFA 11/23/17 11/29/17 NBC Today with Kathie Lee		:30		NM	3	\$750.00
Start Date End Date Weekdays Spots/Week Week: 11/23/17 11/29/17 MTW-F 3	<u>Rate</u> \$250.00					
10 WSFA 11/23/17 11/29/17 WSFA 12 News at Noon	12-1230pm	:30		NM	3	\$750.00
Start Date End Date Weekdays Spots/Week	Rate	.50		14141	J	\$100.00
				•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television

broadcast to reach its viewers.

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www.wsfa.com

| Contract / Revision | Alt Order # | 08867354

 Contract Dates
 Product
 Estimate #

 11/23/17 - 11/29/17
 HIGHWAY 31
 1234

 Advertiser
 Original Date / Revision

 ISS/Highway 31
 11/28/17 / 11/28/17

*Line Ch Start Date End Date Description	Start/End Time	Spot Days Length Wee		Type Spo	ts	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/23/17 11/29/17 <u>MTW</u> 3	<u>Rate</u> \$250.00					
11 WSFA 11/23/17 11/29/17 NET Days of Our Lives	1230-130p	:30		NM	3	\$1,050.00
Start Date End Date Weekdays Spots/Week Week: 11/23/17 11/29/17 MTW 3	<u>Rate</u> \$350.00					
12 WSFA 11/23/17 11/29/17 WSFA 12 NEWS AT 4PM Start Date End Date Weekdays Spots/Week	M-F 4-430P Rate	:30	,	NM	3	\$405.00
Week: 11/23/17 11/29/17 MTW 3	\$135.00					
13 WSFA 11/23/17 11/29/17 WSFA 12 NEWS AT 4PM Start Date End Date Weekdays Spots/Week	M-F 430-5P <u>Rate</u>	:30		NM	3	\$525.00
Week: 11/23/17 11/29/17 MTW 3	\$175.00					
14 WSFA 11/23/17 11/29/17 WSFA 12 News at Five Start Date End Date Weekdays Spots/Week	5-530pm <u>Rate</u>	:30		NM	3	\$1,275.00
Week: 11/23/17 11/29/17 MTW-F 3 15 WSFA 11/23/17 11/29/17 WSFA 12 News at Six - MF	\$425.00				•	00 400 00
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	3	\$2,400.00
Week: 11/23/17 11/29/17 MTW 3 16 WSFA 11/23/17 11/29/17 WSFA 12 News at Ten - M	\$800.00 F 10-1035pm	:30		NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50		NIVI	••	Ψ2,000.00
Week: 11/23/17 11/29/17 MTW-F 4 17 WSFA 11/25/17 11/25/17 WSFA 12 News at Ten - Sa	\$500.00 at 10-1030pm	:30	•	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/20/17 11/26/17 1- 1	<u>Rate</u> \$350.00				·	********
E 18 WSFA 11/26/17 11/26/17 Late News	1030p-11p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 11/20/17 11/26/17 1 1	<u>Rate</u> \$225.00			Ī		
Spot Ch Date Range Description 1 WSFA 11/20/17-11/26/17 Late News	Start/End Time 1030p-11p	Weekdays Length	<u>Rate</u> \$225.00	Type NM		
Credited			4			
19 WSFA 11/23/17 11/29/17 Tonight Show Start Date End Date Weekdays Spots/Week	1035-1137pm Rate	:30		NM	3	\$600.00
Week: 11/23/17 11/29/17 MTW-F 3	\$200.00					
20 WSFA 11/23/17 11/29/17 Late Night w/ Seth Meyers Start Date End Date Weekdays Spots/Week	1137p-1237x Rate	:30		NM	3	\$150.00
Week: 11/23/17 11/29/17 MTW-F 3	\$50.00					
21 WSFA 11/26/17 11/26/17 NFL Football Start Date End Date Weekdays Spots/Week	Sun 730p-1030p <u>Rate</u>	:30	•	NM	1	\$1,125.00
Week: 11/20/17 11/26/171 1	\$1,125.00					
N 22 WSFA 11/28/17 11/29/17 Today In Alabama <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	6a-7a <u>Rate</u>	:30		NM	0	\$0.00
Week: 11/23/17	\$225.00 Start/End Time	Weekdays Length	Rate	Туре		
1 WSFA 11/23/17-11/29/17 Today In Alabama	6a-7a	-TuW :30	\$225.00	NM		
Credited N 23 WSFA 11/29/17 11/29/17 Today in Alabama 530a	528am-6am	:30		NM	1	\$225.00
Start Date End Date Weekdays Spots/Week Week: 11/27/17 12/03/17 W 1	Rate \$225.00	.50	•	, , , , ,	,	Ψ 22 0.00
				5		

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<u>C</u>	Contract / Rev	<u>/ision</u>	Alt Order #
	1855806	1	08867354
			·

 Contract Dates
 Product
 Estimate #

 11/23/17 - 11/29/17
 HIGHWAY 31
 1234

 Advertiser
 Original Date / Revision

 ISS/Highway 31
 11/28/17 / 11/28/17

*Line	Ch	Start [Date End Da	ate Description		Start/E Time	End	Days	Spots/ Length Week	Rate	Туре	Spots	Amount
	Star	Date	End Date	Weekdays	Spots/Week		Rate						
								Totals				52	\$16,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/30/17 -11/26/17	10	\$3,340.00	(\$501.00)	\$2,839.00
11/27/17 -11/29/17	42	\$12,660.00	(\$1,899.00)	\$10,761.00
Totals	52	\$16,000.00	(\$2,400.00)	\$13,600.00

Signature:	Date:	
-		

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HEADLINE# 8867354 TRF# 1855806 MOD# 0: APPROVED REV #0 \$\$\$ REP SSS

FROM STATION **CHANGES** FAX# RISK !!! REPORT F CREDIT HARRIS AGENCY REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN ORDER WORKSHEET

NOV26/17 11.4: *** WSFA-TV **:

703-516-9680

11.42 # NOV26/17 SALESMAN REGIONAL (H) EDDINS DATE JESSE DEMASTRIE LOCAL RYAN OFF.# WA-CLASS: NATL. PRSN BUYER NAME SALES REP.# INVOICE) CO-OP BILLING NEEDED ORDER, 100 (LINE, - SUITE STRATEGIES 20007 EST#1234 COMMENTS: 8867354 STREET NW Ŋ WK-1# ISS/HIGHWAY WATERFRONT WASHINGTON CONTRACT NOV29/17 3050 K STATE TAX NAME NAME FLIGHT DATES NOV23/17 AGY. ADV. 37 HIGHWAY TAX # # ORDER PRDCT CILX ADV AGX

STA:

: 0 E SENT BE 0 20007 ALL INVOICES ARE WASHINGTON, DC GREER MARGOLIS 3050 K ST NW S CON

NO BUYS TO PRINT STATION MAKEGOOD OFFERS:

MISSED: SUN/1030P-1100P OFFER: TU-W/600A-700A

SKED ENDS \$.00 DEC/17 16000.00 NOV/17

CMT:STATION ERROR.

CONTRACT

16000.00

TOTAL

TOTAL

%

WIYC

W %

WBMM

(NOV26/17) PLS ADVISE DENICE

THANKS,

CONFIRM.

PLEASE

THIS WEEK.

NOV26

NOV28

\$225.00

30s 30s

% CABL WCOV 11% 33% 0% 0% WAKA EAKA 14% WNCF ESFA 30% % WSFA \$41,025 TOTALS MARKET

SHARES ESTIMATED

SVC- NST DEMOS- RA35+*

CRED:
REP HEADLINE# 8867354 TRF# 1855806 ORDE:
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$

REP: TEL# 703-528-9387
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM

NOV28/17 08.5C *** WSFA-TV ***

FROM STATION **CHANGES**

703-516-9680

08.50 # DATE NOV28/17 SALESMAN REGIONAL (H)EDDINS JESSE DEMASTRIE LOCAL RYAN OFF.# WA-CLASS: NATL. PRSN NAME SALES BUYER REP.# INVOICE) BILLING NEEDED ORDER, 100 (LINE, SUITE CO-OP STRATEGIES 20007 COMMENTS: 8867354 ı MZ 2 37 WK-1 3050 K STREET # ISS/HIGHWAY WATERFRONT EST#1234 WASHINGTON CONTRACT NOV29/17 TAX NAME NAME STATE DATES NOV23/17 AGY. ADV. 37 HIGHWAY TAX FLIGHT # ORDER PRDCT CITY ADV AGY

STA:

CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

NOV29 NOV28 MISSED: TU-W/600A-700A OFFER: WED/530A-600A STATION MAKEGOOD OFFERS: BUY#22 TO PRINT UNRESL NO BUYS

\$225.00 DEC/17 15775.00 NOV/17

CMT:NO AVAIL.

% WIYC φ % WBMM О % CABL WCOV 118 33% 0% WAKA EAKA 14% %% WNCF ESFA 30 % WSFA \$41,025 TOTALS MARKET

16000.00

TOTAL

CONTRACT

(NOV28/17) PLS ADVISE

\$225.00

30s 30s

DENICE

THANKS

PLEASE CONFIRM.

SHARES ESTIMATED

SVC- NSI DEMOS- RA35+*

REP HEADLINE# 8867354 TRF# 1855806 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680 RISK!!! REPORT FROM REP **CHANGES** CREDIT REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

NOV28/17 09.43 *** WSFA-TV ***

SALESMAN REGIONAL (H) EDDINS JESSE DEMASTRIE LOCAL RYAN OFF.# WA-CLASS: NATL. PRSN BUYER NAME SALES REP.# INVOICE) ORDER, 100 (LINE, - SUITE AGY. NAME WATERFRONT STRATEGIES 20007 COMMENTS: 8867354 3050 K STREET NW O O 31 # ISS/HIGHWAY EST#1234 WASHINGTON CONTRACT NAME ADV. 31 HIGHWAY ORDER PRDCT ADV AGY

CO-OP BILLING NEEDED WK-1NOV29/17 TAX STATE FLIGHT DATES NOV23/17 TAX CILX

09.43

DATE NOV28/17

RYAN THANKS JASMINE FOR REVISED ORDER M2 OKD AS LINE 23 TTL SAME, \$16,000 PLS CONFM PLS REP:

TO: SENT TO BE ALL INVOICES ARE GREER MARGOLIS 3050 K ST NW Ü STA: CON

WASHINGTON, DC 20007

: TOTE:	:SPTS:
DAYS	
START : END :SPTS: WEEK :	DATE : DATE : /WK: INVT :
RATE : S	Q :
PERIOD : LGTH : SEC :	
:LINE#:REP :CD: TIME PEI	: :IINE#: :

11/29 11/28 1234 11 AGENCY EST# \$225.00 30 11 AGENCY ADVERTISER CODE AGENCY PRODUCT CODE = 600A-700A S

THANKS, ORD COM1: STATION ERROR. SKED ENDS THIS WEEK. PLEASE CONFIRM. THIS IS A MAKE-GOOD FOR NOV26 ON LINE-18 FOR 1 SPOT/WK TODAY IN AL. STATION ERROR. PROGRAM : ORD COM1:

0

TU-W

DENICE

REP: CREDI S\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9387
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP

CHANGES **

NOV28/17 09.45 *** WSFA-TV ***

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : DATE : DATE	RT : END E : DATE	SPTS: W	WEEK : INVT :	DAYS :TOTL:
23 A 530A-600A 30 \$225.00 11/29	11/29	1	WED	L
PROGRAM: TODAY IN AL @ 530A ORD COM1: NO AVAIL. PLEASE CONFIRM. THANKS DENICE THIS IS A MAKE-GOOD FOR NOV28 ON LINE-22 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS:		7		
M2 OK'D BUY#22 MISSED:TU-W/600A-700A NOV28 OFFER:WED/530A-600A NOV29 CMT:NO AVAIL. PLEASE CONFIRM. THANKS	DENICE	30s \$22 30s \$22	\$225.00 \$225.00	(NOV28/17) PLS ADVISE.
NOV/17 15775.00 DEC/17 \$225.00		CONTRACT TOTAL	TRACT TOTAL TOTAL SPOTS	16000.00
MARKET TOTALS \$41,025 WSFA 39% WNCF 14% WAKA 33% WCOV 11% ESFA 0% EAKA 0%	CABL 0%	WВММ 3%	WIYC 0%	

L-LENGTH M-MAKEGOOD N-PROGRAM NAME
X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

DE-DELETE E-EFF DATES

C-CANCELLED

R-RATE S-

B-BUY TYPE

A-ADD

MOD CODE

Q-PAID PGM

P-CLASS, PLAN, SECT

SHARES ESTIMATED

SVC- NSI DEMOS- RA35+* T-TIME

S-SPOTS PER WEEK

REP HEADLINE# 8867354 TRF# 1855806 \$\$\$ MOD# 1: APPROVED REV #1 \$\$\$

REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM STATION

NOV28/17 10.35 *** WSFA-TV ***

ADV # ADV. NAME ISS/HIGHWAY 31	REP.# OFF.# SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES	BUYER NAME JESSE DEMASTRIE
3050 K STREET NW - SUITE 100	SALES PRSN WA- RYAN EDDINS (H)
WASHINGTON, DC 20007	
ORDER # CONTRACT # 8867354	CLASS: NATL. LOCAL REGIONAL
PRDCT HIGHWAY 31 EST#1234 COMMENTS: (LINE, ORDER, INVOICE)	OICE)
FLIGHT DATES NOV23/17 NOV29/17 WK-1	
CITY TAX STATE TAX CO-OP BILLING NEEDED	DATE_NOV28/17 10.39

REP: REVISED ORDER

REVISED ORDER
M2 OKD AS LINE 23
TTL SAME, \$16,000

PLS CONFM
THANKS JASMINE FOR RYAN

STA:

CON CM ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
3050 K ST NW
WASHINGTON, DC 20007

CONTRACT SCHEDULED FOR GENERATION NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. STATION MAKEGOOD OFFERS: M2 OK'D BUY#22 MISSED:TU-W/600A-700A

\$225.00 30s 30s THANKS DENICE NOV28 NOV29 PLEASE CONFIRM. MISSED: TU-W/600A-700A OFFER: WED/530A-600A CMT:NO AVAIL.

CONTRACT TOTAL 16000.000 TOTAL SPOTS 52

(NOV28/17) PLS ADVISE.